



# HENRY THE *Smol*

[henrythesmol.com](http://henrythesmol.com)



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# Hi! I'm Henry.

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## Cavalier King Charles Spaniel Living in the City

Henry is a Blenheim Cavalier King Charles Spaniel born August 19, 2019 living in the city of Montreal, Quebec. He's a fashionable, feisty and friendly little pup whose energetic spirit is unlike any other Cavalier!

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## What is a smol?

Internet slang for "small", the expression "smol" means something cute and irresistible that must be protected and cherished. That is how we feel about our Henry. He's a smaller male cavalier, and looked like a stuffed animal when we first brought him home. Our friends and I would repeatedly use this word around him, and that is how the nickname was born. Yes, Henry responds to "smol".

# A Passion for Dog-Parenting

## *Our Story*

After discovering how inclusive, kind and welcoming the dog community can be, we decided to create a place where we could expand our connections by sharing our love for our fur baby with fellow dog-parents! Enter [henrythesmol.com](https://henrythesmol.com)

Becoming dog parents was a huge transition for us and came with its set of challenges. We continue to learn something new (both about dogs and about ourselves) everyday and sharing these experiences has since become a passion of ours. Our goal is to inspire other dog parents all while spreading joy!

As fur-parents, we want the absolute best for our dog. We are always on the look-out for new pet products whose mission genuinely resonates with us!



# Dog-Mom & Dog-Dad



***Cara Carosielli***

Dog-Momager,  
Blogger, Content Creator,  
Social Media Manager



***Juan Cabrera***

Digital Marketing Consultant,  
Graphic Designer,  
Branding Expert





# Available for

*Blog Post Content & Collaborations*  
*Social Media Content & Collaborations*  
*Product Reviews*  
*Ambassadorship*

## Contact

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henrythesmol.com



HENRY  
THE  
*Smol*



**7.8k Followers**

Instagram

[@henrythesmol](#)



**218 Followers**

Pinterest

60k monthly viewers

[@henrythesmol](#)



**216 Followers**

Facebook

[@henrythesmol](#)

HENRY  
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**8k Page Views**

Total

(launched June 2020)

[henrythesmol.com](#)



# Instagram Audience

**16K**

Weekly Reach

82% female

47% age 25-34 yrs

**42K**

Weekly Impressions

44% USA

19.5% Canada



**@henrythesmol**

**7.8K**

Followers

**10%**

Average Post  
Engagement Rate

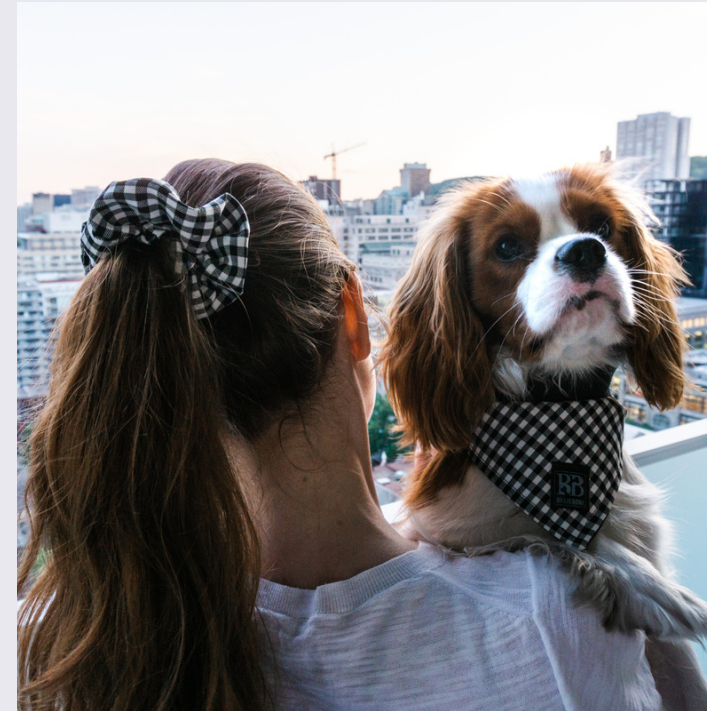
# Collaborations



Paid partnership with  
Faim Museau  
(raw dog food)



Ambassador content for  
Cavology  
(dog apparel and accessories)



Ambassador content for  
Billiebone  
(handmade organic, all-natural  
dog treats & dog accessories)



Affiliate-ambassador content  
for Maxbone  
(high-end dog apparel)

# Blog Audience

(since June 2020)

**7.8K**

Page Views

**3K**

Unique Visitors

**87%** female **35%** age 25-34 **40%** Canadian

## Top Performing Posts

[A Day at a Luxury Dog Resort: Doggieville is Every Pup's Dream](#)

[Pet Insurance: Best Decision Ever](#)

[Preparing for Puppy: Welcoming Your Furbaby!](#)



# Brands & Blog Comments

Brands we've worked with:

Max-Bone

Cavology.

Billiebone

Zozospaw

Faim Museau

Doggieville Montreal

Baciplus

*"Wow I really loved this blog post for so many reasons, I love how real and straight up you are. Puppies are NOT easy by any means and it's so clear just how much time, effort, thought and planning you put in prior to getting Henry, I truly respect that."*

*"Great blog content, I'm learning something with every new blog and I'm already looking forward to the next one. Thank you for creating great content."*



Thank-you!

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